

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Thursday, November 13, 2008
The Broad Art Foundation
3355 Barnard Way
Santa Monica, California 90405
310.399.4004
10:00 a.m. – 4:00 p.m.

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Council Members:

Michael Alexander, Chair
Malissa Feruzzi Shriver, Vice Chair
Eunice David
Adam Hubbard
Charmaine Jefferson
Fred Sands
Karen Skelton
William Turner

Members not in Attendance

Chong-Moon Lee
Susan Steinhauser

Staff:

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director
Lucero Arellano, Arts Program Specialist

Public in Attendance

Cornelia Emerson, UCLA Film + Television Archive
Angela Gottschall, LAUSD, Arts Advisor
John Gallogly, Theatre West, California Arts Advocates
Angela Mooney D'Arcy, California Lawyers for the Arts
Bruria Finkel, Santa Monica Schools Advisory for the Arts
Laurie Sugita, Trash for Teaching
Jeannene Mitchell, CalPAA
Margaret Travers, Ventura County Arts Council
Elisse Pogofsky-Harris, Ventura County Arts Council
Leslie Strauss, Spirit Series
Diane Risa Sher, independent artist
Barbara Motz, California Department of Justice

CALIFORNIA ARTS COUNCIL

Minutes

November 13, 2008

Call to Order

Chair Michael Alexander called the meeting to order at 10:30 a.m.

New Councilmember Adam Hubbard

Director Muriel Johnson introduced and administered the oath of office to new Councilmember Adam Hubbard. Alexander welcomed Hubbard, noted Hubbard's work as a teaching artist, and thanked him for being a Councilmember.

Roll Call

Mary Beth Barber called the roll. Present: Alexander, David, Feruzzi Shriver, Hubbard, Jefferson, Sands, Turner. Absent: Lee, Steinhauser. (Skelton joined at 12:45 p.m.)

Chair's Report

Conferences and Meetings Attended

Alexander noted that the California Arts Council was honored by the Virginia Avenue Project in Santa Monica, an organization that provides performing arts training in after-school programs. The Virginia Avenue project is a longtime recipient of CAC grant awards. Councilmembers received honorary awards, including former Councilmember Annette Bening. Councilmember Turner noted that Bening accepted her award in person at the award ceremony and continues to be a strong supporter and advocate for arts education and the California Arts Council. Councilmembers also attending meetings were: Malissa Feruzzi Shriver, William Turner and Susan Steinhauser.

Councilmembers Alexander and Jefferson serve on the Arts for LA Board of Directors. On October 1, 2008, Arts for LA hosted a Los Angeles conference that included a session in collaboration with the Otis College of Art & Design's biennial study of the creative workforce in the L.A. region. The study indicated that the creative workforce is the second largest business sector in the region, surpassed only by the tourism industry – an industry Alexander contends is heavily reliant and connected to the region's cultural amenities and arts as well. Alexander said that as lawmakers look at addressing the state's economy, the Council should ensure that the arts and creative industries are looked at as well. Feruzzi Shriver and CAC Director Muriel Johnson also attended the meeting.

NASAA Conference Call regarding Elections

The National Assembly of State Arts Agencies (NASAA) held a conference call on November 12, 2008, concerning the early November elections. Alexander noted that arts expert and advocate Bill Ivey, who had served as head of the National Endowment for the Arts (NEA) under President Clinton, is part of the transition team for President-Elect Obama. The inclusion of Ivey represents the first time a Presidential transition-team member solely for cultural affairs and the

arts has been appointed, said Alexander. Feruzzi Shriver asked if information on the arts and various arts agencies was being provided to new Congressional and U.S. Senate members, and Alexander said that staff at NASAA and Americans for the Arts was providing the appropriate information.

Alexander said that NASAA will not be making a recommendation for the NEA Chair appointment, but instead invited arts advocates and state arts councils to send their suggestions. NASAA Executive Director Jonathan Katz recommended that state arts councils appoint staff to watch for new NEA programs, and that the Council should reach out to the Governor's office and request that California's government affairs staff working in Washington include the arts in their efforts, especially concerning: the National Endowment for the Arts, healthcare issues for the self-employed, international artists funding and visa-streamlining issues, and the support of the creative industries in general. The conference call was recorded and can be made available to other Councilmembers if desired.

Chair and Vice Chair Nominating Committee

Alexander asked Councilmembers Jefferson and Skelton to serve as the nominating committee for the Chair and Vice Chair positions on the Council. Alexander, who has served as Chair for two years, will remain on the Council but recommended that there be new officers.

Effect of Financial Crisis on the Arts

Alexander noted that legislators and legislative leaders should be reminded that the arts and creative industries can be part of a recovery effort for California and the U.S. economy. Also, the recent financial crisis may have a future impact on foundation support in the future. He read a letter from Claire Peeps, Executive Director of Grantmakers in the Arts, concerning the 25-30% of market-value drop from most foundations as a result of the recent financial crisis. (See letter at end of minutes).

Approval of September 9, 2008, meeting minutes.

Councilmember Jefferson moved to approve the September 9 minutes; Feruzzi Shriver seconded, and they were approved unanimously (Skelton absent).

Director's Report

Johnson directed the Council's attention to her written report to the Council, and made additional comments concerning the Women's Conference in Long Beach in October. She thanked Councilmembers: Karen Skelton, who did a remarkable job chairing the conference and had the 2008 California Poetry Out Loud winner, Roshawnda Bettencourt, perform on Tuesday evening; Feruzzi Shriver, who advocated for greater exposure for the CAC and the arts; and Turner, for acquiring a double-sized arts booth and lighting, framing the artwork from Venice Arts, and facilitating the presentation of the Minerva Quilts from the Alameda County Juvenile Justice Center.

Johnson also thanked CAC staff: Graphic Designer Theresa D'Onofrio for the booth signage and overhead screen-shot designs, Communications Director Mary Beth Barber and Public Awareness Coordinator Patty Milich for reaching out to hundreds of conference attendees and

distributing materials both Tuesday and Wednesday. Johnson thanked new Councilmember Susan Steinhauser for enthusiastically joining Barber and Milich in reaching out to visitors at the CAC booth.

Councilmember Jefferson, a member of the Minerva Award Committee for the Conference for four years, added that the presence of the arts and CAC was evident throughout the Conference, and the Minerva Quilt Project from Alameda County stood out. Johnson expressed her gratitude to First Lady Maria Shriver for the opportunity to highlight the Minerva Quilts Project, for Deborah Norville's mention of the CAC from the podium, and for giving the arts great presence at the conference.

She acknowledged the invaluable work and leadership from teaching artist Marion Coleman, who led the Minerva Quilt Project with the detainees. Johnson thanked Alameda County Arts Council Executive Director Rachel Osajima, who coordinated the project with Councilmember Turner. Turner asked that commendation letters and/or certificates be sent to both Coleman and Osajima from the CAC.

Johnson congratulated Alexander on his many recent awards and recognitions.

Johnson and Chief of Programs Josie Talamantez attended a California Lawyers for the Arts launching of a new initiative titled "The Arts and Environmental Initiative" in San Francisco on November 10. Green architecture, environmentally friendly and/or environment-themed public art and artists were major topics of discussion at the launch. In December Johnson will attend a three-day conference sponsored by the Western States Arts Federation (WESTAF) in San Diego on economic development and the creative economy.

Johnson informed the Council that the staff, in response to Councilmember David's suggestion, has drafted a version of the Arts License Plate brochure which clarifies that the letter choices "ART LVR" are not available to the public and are used only for promotion. Barber said she would forward a draft copy of the brochure to Councilmembers via email.

The Council's annual meeting will be held on January 28, 2009, in Sacramento with a late afternoon reception in the state capitol honoring members of the Legislature. Councilmembers are requested to personally invite their representatives by phone, email and letters. Johnson said she will be in touch with the Council with final arrangements.

Public Comment

Alexander asked the members of the public to introduce themselves and their organizations, and then opened the floor for public comment.

Angela D'Arcy, California Lawyers for the Arts (CLA)

D'Arcy thanked Johnson and Talamantez for participating in the Arts and Environmental Initiative conference in San Francisco, and noted that CLA was planning to outreach to the California Public Utilities Commission and investigate the possibility of outreach funds for arts-and-environment projects. In April 2009 CLA will have its annual "Artistic License" fundraising

event in Los Angeles, and D'Arcy thanked Turner for hosting the event at the William Turner Gallery. Feruzzi Shriver suggested also outreaching to the California Conservation Corps, a state department that has made requests for arts-and-recycling information in the past.

John Gallogly, Theatre West and California Arts Advocates (CAA)

Gallogly gave the Council an update on the overall goals for CAA in 2009, which include increased funding for the California Arts Council from the state and federal levels; the economic impact of “runaway production” (film/video jobs and companies exiting California) on the film, entertainment and arts community; arts as part of transportation projects; and the arts and creative industries as part of any future economic stimulus packages and legislation.

Councilmembers briefly discussed the different arts-related studies and reports currently available in the field of brain research, economic impact, and crime and community safety.

Jeannene Mitchell, California Public Arts Association, Inc.

Mitchell presented a paper to the Council that outlined legislative proposals as part of a stimulus and cost-reduction package for California. The first part encouraged the Council to support shorter visa turn-around time for international artists in Congress. The second part asked the Council to support cultural tourism, possibly through an increase in sales tax. Jefferson encouraged Mitchell to look at the Governor’s current economic stimulus plan and see if there are similarities in proposals. Alexander suggested that Mitchell work together with Gallogly and CAA on arts advocacy.

Diane Risa Sher

Sher, a large-scale sculptor, expressed frustration at the lack of funding opportunities for artists who are not teaching artists or associated with nonprofit arts organizations with administrative staff, as well as frustration with the paperwork necessary to apply for CAC and other grants.

Alexander noted that the CAC is a government agency, and transparency is part of the process and requires paperwork. Johnson suggested that Sher speak with Councilmember Hubbard, a sculptor who works with disadvantaged youth, for funding suggestions and strategies. Jefferson suggested the staff website team look at providing basic strategies on how an artist might begin a search for funding and working with organizations.

Financial Report

Chief of Finance Scott Heckes reported that the Governor signed the 2008-09 budget in late September, but that the Department of Finance directed state agencies to cut an additional \$390 million from the General Fund. The CAC’s portion of this cut is \$12,000. (This is in addition to the 10% General Fund reduction that was part of the Governor’s 2008-09 budget.) Heckes added that the Governor has proposed an emergency session to deal with projected budget shortfalls for 2008-09.

Councilmembers and staff noted that unresolved issues include whether the General Fund reduction could affect the possibility of an increase from the federal government if the NEA receives an increase in 2009, what role the Arts License Plate Fund would play, and whether California would need a waiver of the NEA requirement of general-investment matching support for the federal funds.

Jefferson proposed that if the Council was interested in asking for changes in the Bagley-Keene Act that would allow teleconferencing and webcast conferencing of public meetings to save money, this year might be a good time to propose such amendments. The California African American Museum would join forces with the CAC.

Programs Report

Talamantez introduced Barbara Mott from the Department of Justice, who gave the Council some background on the music anti-trust case with major recording producers and the subsequent settlement. Mott explained that the settlement included claims for the public as well as music recordings on compact discs for California libraries and schools, and the CAC has been designated to distribute the remaining funds for live music performances throughout California that would appeal to a broad audience. No time limit has been set for the distribution of the funds, but the DOJ asks that the funds be spent within a reasonable period.

Talamantez directed the Council to the written report, including the recommendations by staff that grants up to \$15,000 be distributed through an adjudicated panel process. Alexander, David and Feruzzi Shriver said they favored that the funds go to performances by California musicians. Talamantez said that with the Council's approval of a proposed program, a grant application process could start as early as late spring 2009. Turner suggested that the DOJ and CAC work in tandem to publicize the grant program and distribution of arts settlement funds. Mott added that the settlement funds must be in a separate fund and not considered part of the overall CAC budget for accounting purposes with the Department of Finance, based on the original agreement between the DOJ and CAC.

Programs Report (cont.)

State Local Partnership Program

Talamantez asked the Council to approve funding for the technical assistance portion of the State-Local Partnership Program for Fundamentals of Arts Service workshops conducted by Americans for the Arts, and for county-wide meetings of local citizens involved in the arts in the 15 counties that currently do not have a county-wide designated arts agency: Alpine, Amador, Colusa, Glenn, Kings, Lake, Nevada, Imperial, San Bernardino, San Diego, San Joaquin, San Mateo, Solano, and Tehama.

ACTION ITEM: State Local Partnership Program

Turner moved to approve the requested funding: \$50,000 to be used for Fundamentals of Arts Service workshops and conducted by Americans for the Arts, and \$15,000 to be used to coordinate county-wide meetings in the counties that do not have county-designated arts agencies, for a total of \$65,000. David seconded, and the motion passed unanimously.

Poetry Out Loud

Talamantez said that California's Poetry Out Loud program for the 2008-09 school year is progressing and so far includes the counties of Alameda, El Dorado, Humboldt, Lake, Los Angeles, Madera, Marin, Mendocino, Monterey, Napa, Nevada, Orange, Placer, Riverside,

Sacramento, San Diego, San Luis Obispo, San Mateo, Santa Barbara, Santa Cruz, Siskiyou, Sonoma, Tuolumne, and Ventura.

ACTION ITEM: Poetry Out Loud

Talamantez asked for the approval of \$75,000 for the 2008-09 Poetry Out Loud program -- \$46,000 to the nonprofit Poets in the Schools and \$29,000 for local arts agencies, county offices of education, and/or school districts to administer the program. Ferruzi Shriver moved, Skelton seconded, and the motion passed unanimously.

American Masterpieces

Talamantez invited Councilmembers to attend the pre-opening reception for the American Masterpieces – California Indian Basketry exhibit at the California Museum in Sacramento on March 12, 2009. A public opening will be held on March 14, 2009. CAC staff is actively working with California State Parks and California Museum staff on the exhibit and publicity for a successful opening.

Statewide Service Networks Program

Alexander said he and Jefferson had met to discuss the Statewide Service Networks program, and had some recommendations for staff and Council about the program: (1) no grants should be less than \$5,000; (2) the maximum grant amount should be \$20,000; (3) the definition of “statewide” could be defined as serving at least three non-contiguous counties. Jefferson also said that the program funds should be distributed based on panel recommendation rankings and on effectiveness within the context of their field. Other recommendations included requiring that new applicants have a track record of at least two years, but if quality regional organizations collaborate or merge to provide services statewide, their track record as individual regional organizations could be considered.

Strategic Plan Update

Johnson recapped the strategic planning process from 2005-06, with the three main components being Advocacy, Public Awareness and Programs. Included in the Council packet were thorough updates of what has been accomplished to date from Marilyn Nielsen (Advocacy), Patty Milich (Awareness) and Josie Talamantez (Programs). The plan was intended to be a three-to-five year plan and examined annually. Johnson opined that the plan was still relevant in light of our small budget and in consideration of the ongoing work with the public awareness campaign and factors including the current state budget deficit. David agreed. Ferruzzi Shriver asked that more of the Councilmembers be involved in advocacy efforts and other plans for the CAC such as the public-awareness campaign and general outreach and publicity. Hubbard mentioned that his experience and observations as a teaching artist at a local juvenile facility on weekends could be a good advocacy point for arts for disadvantaged youth.

The Council discussed the impact of the strategic plan and how to make the most positive impact on California given the size of the CAC budget, and the current state budget / general fund issues. Alexander encouraged CAC staff to investigate other sources of funding, including state and national programs that may not directly deal with the arts but which could include an arts component, and therefore the CAC could participate in some manner through an arts program or

initiative. The Council also discussed the definition of “arts education” in the context of the agency’s programs and strategic-plan goal that at least 50% of program funds be spent on arts education.

ACTION ITEM: Definition of “Arts Education” in relation to the CAC Strategic Plan

Alexander moved that the Council define “arts education” in the broadest terms possible. Jefferson seconded, and the motion passed unanimously, with Sands and Turner absent.

Johnson thanked the Council for their input and discussion concerning the CAC Strategic Plan, and encouraged the Council to meet with legislators and governmental staff, especially at the January 2009 meeting planned in Sacramento. Deputy Director Marilyn Nielsen said that introduction letters and requests for meetings will go to all the new members of the Legislature to inform them about the CAC and the arts in California. Feruzzi Shriver said she would continue her investigations for *pro bono* assistance from major advertising agencies for the public awareness campaign and report back in January.

California Poet Laureate

Johnson announced that the Governor officially announced the appointment of Carol Muske-Dukes as the next California Poet Laureate during this very meeting. Muske-Dukes is a well known writer and an instructor at the University of Southern California. The Council acknowledged and congratulated California Poet Laureate Muske-Dukes.

Adjournment

Alexander congratulated Feruzzi Shriver for her husband Bobby Shriver’s successful bid to the Santa Monica City Council, and Johnson congratulated Nielsen for her husband Jim Nielsen’s successful bid to the California State Assembly. Alexander also noted the recent financial difficulties facing the Orchestras of Pasadena and Opera Pacific organizations, and thanked the private sector community of foundations, corporations and individuals for keeping the arts alive in California.